



NEWS RELEASE

FOR IMMEDIATE RELEASE
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CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS ANNOUNCES ACTIVITIES FOR CONSUMER PROTECTION WEEK

*Lemon Law public service announcements, toy safety partnership
to be launched as part of activities scheduled for March 2-8, 2008*

SACRAMENTO – The California Department of Consumer Affairs (DCA) has joined a group of federal, state and local government agencies and national consumer advocacy groups to promote what Governor Arnold Schwarzenegger has proclaimed as “California Consumer Protection Week,” March 2-8, 2008, which will coincide with the 10th annual national consumer protection week. California Consumer Protection Week (CPW) highlights consumer education efforts in the fight against fraud.

DCA Director Carrie Lopez stated, “It’s abundantly clear that this administration is focused on helping consumers. My department works year round on protecting consumers. This proclamation highlights the need and our desire to meet the governor’s expectations to inform and protect California consumers.”

Release of Spanish-Language Lemon Law Public Service Announcements (PSAs)

Friday, March 7

DCA will release Spanish-language (PSAs) that let consumers know what their rights are if they purchase a new vehicle that is defective. California’s Lemon Law offers remedies to consumers, and these are explained in the new PSAs.

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2-2-2

Financial Literacy

There will be a strong focus on encouraging people to increase their financial know-how. Financially savvy consumers are likely to make smarter decisions about managing their money, using credit wisely, and building a solid financial foundation. To promote this year's theme of financial literacy, DCA will host informational booths for consumers at local shopping centers. The first 100 children to attend each event will get a financial literacy kit. In addition, free information on a wide variety of topics will be available.

Partnership With the Federal Consumer Product Safety Commission

Wednesday, March 5

DCA will join the federal Consumer Product Safety Commission (CPSC) at press conference in Long Beach, California to discuss ways the two agencies can partner with one another to protect consumers. DCA Director Carrie Lopez will participate in a CPSC news conference and will meet with CPSC's Acting Chairman Nancy Nord.

LifeSmarts Competition

DCA will again be the host for the California finals for the LifeSmarts competition. LifeSmarts is a game show-style competition that tests the consumer knowledge of high school students. The winner of the California competition will go to the national competition, which is being held this year in Minneapolis.

General Information, Other Events and Materials

DCA will also be holding several additional sting operations statewide in partnership with its boards and bureaus to decrease unlicensed activity and protect consumers throughout March. The department's website, www.dca.ca.gov, will continue to be updated with the most current and useful tips for consumers ranging from choosing a certified public accountant to getting important consumer tips for purchases.

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Note: A list of the shopping center events is attached.

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3-3-3

SCHEDULE OF CONSUMER WEEK EVENTS

March 2-3, and March 8-9

Galleria at Tyler
1299 Galleria at Tyler
Riverside, CA 92503
(951) 351-3110
<http://www.galleriatyler.com/html/mallinfo.asp>
Saturday 11a.m. – 4p.m.; Sunday 11a.m. – 4p.m.

Montebello Town Center
2134 Montebello Town Center
Montebello, CA 90640
(323) 722-8454 (Guest Services)
<http://www.montebellotowncenter.com/location.asp>
Saturday 9a.m. – 4p.m.; Sunday 10a.m. – 4p.m.

Stoneridge Shopping Center
One Stoneridge Mall
Pleasanton, CA 94588
(925) 463-2778
<http://www.simon.com/mall/default.aspx?ID=1242>
Saturday 10a.m. – 7p.m.; Sunday 10a.m. – 6p.m.

Hilltop Mall
2200 Hilltop Mall Rd
Richmond, CA 94806
(510) 223-6900
<http://www.simon.com/mall/default.aspx?ID=1252>
Saturday 9a.m. – 7p.m.; Sunday 10a.m. – 6p.m.

March 8

Newpark Mall
2086 Newpark Mall
Newark, CA 94560
(510) 794-5523
<http://www.newparkmall.com/html/mallinfo.asp>
Saturday 10a.m. – 7p.m.